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Research News for the U.S. Travel Industry

TRAVEL PRINTOUT

US Travel Data Center

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Business Travel Increases 9 Percent in 1989

Business travel is more popular than ever, increasing 48 percent in the last five years and accounting for 26 percent of all U.S. trips in 1989, according to the U.S. Travel Data Center's *1989 Survey of Business Travelers (SBT)*.

The report, which is sponsored by the Reed Travel Group, said that 34 million U.S. adults took a total of 170 million business trips in 1989, a nine percent increase from 156 million last year.

Frequent travelers, those who take 10 or more trips per year, and meetings, conventions and trade shows have become increasingly important elements of business travel.

There were 5.2 million frequent business travelers in 1989, accounting for 43 percent of all business trips. Memberships in frequent traveler programs have increased steadily. Nearly one out of every four business travelers or 8.3 million belong to an airline frequent flyer program.

More travelers' primary purpose for a business trip, 37 percent, was to attend meetings, conventions and trade shows. According to the report, travelers who attend meetings are more likely to be well-educated in professional or managerial occupations.

Personal cars was the most popular means of transportation for business travelers in 1989. Forty-four percent of all business travelers used their own cars on an average business trip. Business travelers used airlines 36 percent of the time and rental cars 11 percent.

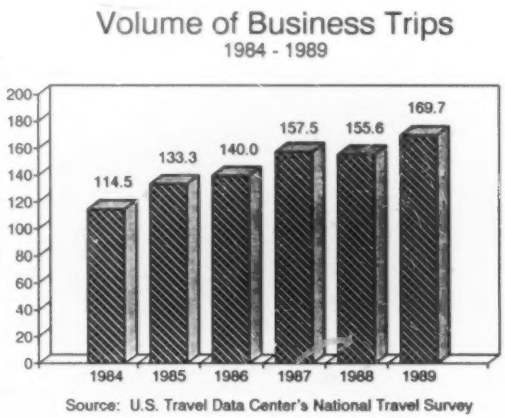
Several demographic groups of business travelers have grown significantly since 1986. Business travelers between the ages of 35 to 44 increased from 25 percent of the total in 1986 to 28 percent in 1989. According to the survey, the majority of business travelers are between the ages of 25 to 44.

In 1989, 35 percent of all business travelers were woman. Sixty-three percent of all business travelers were married and the median age for a business travelers is 39.

Business travelers spent an average of 4.1 nights away from home in 1989. Thirteen percent of business travelers did not spend the night on their trips, compared to 9 percent in 1988. The average person took an average of 4.9 business trips each in 1989, compared to 4.7 trips in 1988.

Hotels/motels are still the preferred accommodation for business travelers, with 65 percent of all business trips involving stays at hotels/motels. However, hotel/motel usage has dropped from 71 percent in 1987.

The number of travel agencies in the U.S. has grown 37 percent since 1984. According to *The 1989 SBT*, there are now more than 35,000 travel agencies and 20 percent of all business trips involved the use of travel agents in 1989.



Source: U.S. Travel Data Center's National Travel Survey

The Survey of Business Travelers has tracked the growth characteristics of U.S. business travelers on a monthly basis since 1985.

The SBT includes an overview of business travel, characteristics of business trips, a profile of business travelers, purpose of trips, modes of transportation and accommodations. Segments on business travel include woman business travelers, business car rentals, frequent travelers and airline travelers.

The 1989 Survey of Business Travelers is available for $85 by contacting the Data Center at (202) 293-1040. *(Data Center members will be receiving a complimentary copy).*

INSIDE: Introduction of USTDC's bi-monthly supplement, *Data Center Insider.*

Motor Fuel, Transportation Lead to Travel Price Increase

For the second straight month, the cost of travel in the United States increased more than 2 percent. Motor fuel and transportation led to a 2.4 percent increase in the month of August, according to the Data Center's latest Travel Price Index (TPI).

The TPI, which measures seasonally unadjusted changes in the cost of travel in the U.S. grew to 140.7 (1982 - 84 = 100) during August.

For comparison, the overall cost of goods and services Americans purchased as measured by the Consumer Price Index (CPI) rose 0.9 percent to 131.6.

Travel Price Index and Components

August 1990 TPI Component	Monthly % Change July 1990 to August 1990	Annual % Change August 1989 to August 1990
Transportation	5.4	12.4
Airline Fares	0.1	11.5
Other Intercity Trans.	0.3	2.6
Intracity Public Trans.	0.4	5.9
Motor Fuel	9.4	13.4
Lodging	4.0	13.4
Food and Beverages Away From Home	0.3	4.9
Entertainment	0.1	5.8
TRAVEL PRICE INDEX	2.4	9.1
CONSUMER PRICE INDEX	0.9	5.6

Source: U.S. Travel Data Center and the U.S. Bureau of Labor Statistics

After showing a decrease in the month of July, motor fuel showed the largest increase of the year, jumping 9.4 percent, due in large part to the Middle East crisis. Motor fuel also showed the highest increase over the last 12 months, increasing more than 13 percent.

Overall transportation costs rose 5.4 percent in August and increased more than 12 percent over the last 12 months. Airline fares, intercity transportation, intracity public transportation and entertainment costs showed slight increases.

Food and beverages away from home also showed a 0.3 increase in August. Lodging costs showed an increase of 4 percent.

Over the past 12 month period, the TPI rose 9.1 percent, influenced by a 11.5 percent jump in airline fares and a 5.8 percent increase in entertainment.

June Travel Jumps 2 Percent

Travel this June increased more than 2 percent over last June with more than 132 million person-trips taken by U.S. residents, according to the Data Center's latest National Travel Survey (NTS) results. (A person-trip measures each person traveling 100 miles or more away from home.)

Pleasure travel also increased significantly in 1989 with more than 106 million person-trips. The round-trip distance for pleasure travel also decreased in June, dropping from 890 round-trip miles last June to 840 miles this June.

Vacation travel showed a slight decrease in June, dropping more than 1 percent. Even though vacation travel dropped slightly in June, the average duration of a vacation trip increased from 4.3 nights last June to 4.6 nights in 1990.

Automobile travel jumped more than 5 percent with more than 108 million person-trips. Air travel showed a slight decrease in June, with more than 19 million person-trips, but those who traveled by air flew farther. The average round-trip distance for air travel rose to 2290 miles from 1890 miles in June 1989, resulting in the increase in air passenger miles reported by the Air Transport Association.

Business travel showed the largest decrease in the month of June. The duration of the average business trip also declined from 4.5 nights last June to 3.8 nights this June.

The average party size dropped from 2.1 people last June to 1.9 people this June. Weekend travelers showed the largest decrease dropping from 2.3 last year to 1.9 this year.

The overall average duration of a trip showed no change from last June, remaining stable at 4.1 nights.

Travel to the Great Lakes region showed the largest increase over last June. The Midwest and West also showed substantial increases.

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Dr. Suzanne D. Cook, Executive Director
Scott M. Dring, Editor

TRAVEL PRINTOUT reports on Data Center projects, national travel research conducted by other organizations and trends in the U.S. Travel Industry. Subscriptions are $75 per year; Foreign countries, $80 per year, payable in U.S. funds. ISSN: 0744-6233.

1990 Travel Review Conference Scheduled for February

Monday, February 4, 1991! Mark your calendars for the 1991 Travel Review Conference.

A review of important issues affecting the travel industry in 1990, national trends in U.S. domestic travel and a recap of international travel will take place at the fifth annual Travel Review Conference on Monday, February 4, 1991 at the Omni Shoreham Hotel in Washington, D.C.

The Conference, jointly sponsored by the Data Center, U.S. Travel and Tourism Administration (USTTA) and Travel and Tourism Research Association (TTRA), will feature a review of 1990 travel statistics, marketing strategies and other pertinent data to assist travel marketing and research managerial decision-making.

Highlights will include a review of 1990 domestic travel by Suzanne Cook, executive director at the Data Center. Other travel industry experts will discuss 1990 trends in transportation, eco-tourism, the effects of the Middle East crisis and accommodations.

The Travel Review Conference begins a week of travel associated events including USTTA's International Marketing Conference and the Travel and Tourism Government Affairs Council Unity Dinner.

For further information on the fifth annual Travel Review Conference, contact Vernon Azucenas at (202) 293-1040.

Visitor Volume at National Parks

Region	JULY 1990 visits	% Change from JULY 1989	Year to Date % Change 1990/89*
NEW ENGLAND	2,678,874	-4.0%	-0.3%
MIDDLE ATLANTIC	4,069,527	-10.9	-16.4
SOUTH ATLANTIC	10,515,400	-11.6	-8.4
EAST SOUTH CENT.	2,349,150	-12.9	-21.0
EAST NORTH CENT.	1,235,614	-5.7	-1.9
WEST NORTH CENT.	2,247,076	2.7	4.0
WEST SOUTH CENT.	1,187,318	-13.1	-5.4
MOUNTAIN	7,443,735	4.1	3.9
PACIFIC	6,351,292	-15.1	-7.2
TOTAL	38,077,986	-8.1	-7.1

* Percent change figures may not be consistent with those previously reported due to National Park Service revisions.

Census regions: New England: Conn., Maine, Mass., N.H., R.I., Vermont. Middle Atlantic: N.J., N.Y., Penn. S. Atlantic: Del., District of Columbia, Fla., Ga., Md., N.C., S.C., Va., W.Va. East South Central: Ala., Ky., Miss., Tenn. East North Central: Ill., Ind., Mich., Ohio, Wis. West North Central: Iowa, Kan., Minn., Mo., Neb., N.D., S.D. West South Central: Ark., La., Okla., Texas. Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo. Pacific: Alaska, Calif., Hawaii, Ore., Wash.

South Atlantic Region Most Popular

The South Atlantic region continues to be one of the most popular regional travel destinations, attracting nearly one-quarter of all U.S. trips during 1989, according to the Data Center's *1989-90 Economic Review of Travel in America.*

The South Atlantic grew more than any other region, up more than 20 percent in person-trips over the previous year. The Mountain region posted a double-digit rate of growth as well.

The smallest number of trips were made to the New England region, comprising less than 4 percent of all U.S. person-trips for the year.

According to the recently released report, the travel industry has outperformed the overall economy in creating new jobs over the last 18 years. Since 1972, payroll jobs in travel-related businesses have more than doubled while the total U.S. payroll employment increased by less than one-half.

In the last decade, travel industry employment has grown 43 percent, more than twice the growth rate for all U.S. industries.

The 1989-90 Economic Review of Travel in America, the eighth annual report on the role of travel and tourism on the American economy, can be purchased for $60 by contacting the Data Center at (202) 293-1040.

News at the Data Center

To better inform members on the latest Data Center services and publications, the Data Center is introducing a new supplement, published six times a year, as an addition to Travel Printout.

The supplement, entitled **Data Center Insider,** provides another outlet for members to receive full benefits from the Data Center. It will include information on the latest publications, services and insight that the Data Center has to offer.

The September issue addresses the newly reached agreements with the U.S. Travel and Tourism Administration and the European Travel Data Center to market international travel research, in addition to the final program for the 1991 Travel Outlook Forum on October 16, 1990 in Pittsburgh, Pennsylvania.

Features in the November issue will include a closer look at the 1991 Travel Review Conference on February 5, 1991 in Washington, D.C..

Current Travel Indicators - 1990

	Month	Value	Units	Percent Change Last Month	Year Ago	Year To Date
Establishment Receipts or Retail Sales						
Hotels, Motels, Other Lodging Places(1)	July	$ 5,333	million	-6.6	6.7	8.2
Eating and Drinking Places(2)	July	$15,222	million	-0.4	5.1	3.3
Gasoline Service Stations(2)	July	$10,021	million	-0.3	2.2	2.7
Commercial Lodging Demand						
Hotel/Motel Occupancy Rates(3)	July	62.2	percent	-4.6	-1.0	1.7
Real Demand for Commercial Lodging(4)	July	67.1	million	-3.9	3.3	4.3
Airline Passenger Traffic (5)						
Domestic Revenue Passenger-Miles	July	30.5	billion	4.8	2.8	3.1
Int'l Revenue Passenger-Miles	July	12.5	billion	10.5	15.4	17.2
Highway Traffic Volume (6)						
Rural Arterial Passenger-Miles	June	47.8	billion	2.5	3.9	4.2
Rail Passenger Traffic (7)						
Amtrak Passenger-Miles	July	589.5	million	8.5	5.4	3.0
Travel Price Index (1982 - 84 = 100) (8)	July	137.5		2.7	5.9	6.1
U.S. Resident Travel						
Total Person-trips(9)	June	132.8	million	22.1	2.2	3.9
Vacation Person-trips(9)	June	93.5	million	30.4	-1.2	5.4
Total Person-nights(10)	June	544.0	million	25.1	N/A	N/A
Vacation Person-nights(10)	June	430.0	million	36.5	N/A	N/A
Public Use of National Parks (11)						
Visits	July	38,077,986		23.1	-8.1	-7.1
Overnight Stays	July	3,366,536		31.4	0.5	1.4
Foreign Arrivals to the U.S.						
From Overseas(12)	May	1,222,732		11.3	9.8	8.1
From Canada(13)	July	2,298,402		92.0	9.3	11.9
From Mexico(12)	May	88,334		-32.5	-1.3	8.7
U.S. Citizen Departures						
To Overseas(12)	APR	1,231,300		-1.1	11.5	10.3
To Canada(13)	July	2,097,713		31.0	-4.0	0.9
Domestic Demand for Gasoline						
Barrels/Day(14)	July	7,664	thousands	2.5	5.0	-0.4

(1) Source: Smith Travel Research, seasonally adjusted. (2) Preliminary; revised monthly. Source: Bureau of the Census. (3) Source: Smith Travel Research, seasonally adjusted, 1986 and 1987 data have been revised. (4) Smith Travel Research, unadjusted room nights sold. (5) Preliminary; U.S. scheduled service air carriers. Source: Air Transport Association. (6) Preliminary revised monthly. Source: Federal Highway Administration. (7) Source: National Railroad Passenger Corporation (Amtrak). (8) Source: U.S. Travel Data Center and Bureau of Labor Statistics. (9) Source: U.S. Travel Data Center. (10) U.S. Travel Data Center. Data is not comparable to earlier published numbers due to revised methodology. (11) Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12) Source: U.S. Travel and Tourism Administration. Mexican data reflect 194 arrivals only. (13) Statistics Canada. (14) Preliminary; Source: U.S. Department of Energy.

US Travel Data Center

Two Lafayette Centre
1133 21st Street, NW
Washington, D.C.
20036
(202) 293-1040

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